

03/15/01

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
REQUEST FOR FILING APPLICATION UNDER 37 CFR 1.53(b)
WITHOUT FILING FEE OR EXECUTED INVENTOR'S DECLARATION**

Assistant Commissioner for Patents
Washington, DC 20231

Atty. Dkt. 1418-25

Date: March 15, 2001

Sir:

J1040 U.S. PTO
 09/808415

 03/15/01

This is a request for filing a new PATENT APPLICATION under Rule 53(b) entitled:

METHOD OF MEASURING BRAND EXPOSURE AND APPARATUS THEREFOR

without a filing fee and/or without an executed inventor's oath/declaration.

This application is made by the below identified inventor(s). Attached hereto are the following papers:

- ☒ An abstract [one page] together with
25 pages of specification and claims including
36 numbered claims and also attached is/are
5 sheets of accompanying drawings. **Figures 1-12**
☒ This application is based on the following prior foreign application(s):

Application No.

Country

Filing Date

0006275.2

United Kingdom

March 15, 2000

respectively, the entire content of which is hereby incorporated by reference in this application, and priority is hereby claimed therefrom.

- ☐ This application is based on the following prior provisional application(s):

Application No.

Filing Date

respectively, the entire content of which is hereby incorporated by reference in this application, and priority is hereby claimed therefrom.

- ☐ Certified copy/ies of foreign applications attached.
- ☐ This application is a ☐ continuation/☐ division/☐ continuation-in-part of application Serial No. _____, filed _____.
- ☐ Please amend the specification by inserting before the first line: --This application is a ☐ continuation/☐ division/☐ continuation-in-part of application Serial No. _____, filed _____, the entire content of which is hereby incorporated by reference in this application.--
- ☐ Please amend the specification by inserting before the first line: --This is a continuation of PCT application No. _____, filed _____, the entire content of which is hereby incorporated by reference in this application.--
- ☐ Please amend the specification by inserting before the first line: --This application claims the benefit of U.S. Provisional Application No. _____, filed _____, the entire content of which is hereby incorporated by reference in this application.--
- ☐ Preliminary amendment to claims (attached hereto), to be entered before calculation of the fee.
- ☐ Also attached: ☐ **Information Disclosure Statement** ; ☐ **Non-Publication Request**; ☐ **Other:**

1. Inventor: Cameron HAY British
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2. Inventor: _____ (first) _____ MI _____ (last) _____ (citizenship)
 Residence: (city) _____ (state/country) _____
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☐ See attached sheet(s) for additional inventor(s) information!!

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Signature:

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